

Title: PRODUCCIÓN DE ALCOHOL EN GEL EN LA EMPRESA GUABIRA

Author: GRUPO 4

Date: 16/10/2022

Notes: La casa de la calidad sera estructurada para la producción de Alcohol en gel en la empresa Guabira

Legend		
⊖	Strong Relationship	9
⊖	Moderate Relationship	3
⊖	Weak Relationship	1
⊕⊕	Strong Positive Correlation	
⊕	Positive Correlation	
⊖	Negative Correlation	
⊖⊖	Strong Negative Correlation	
⊖	Objective Is To Minimize	
⊕	Objective Is To Maximize	
×	Objective Is To Hit Target	

Row #	Max Relationship Value in Row	Relative Weight	Weight / Importance	Quality Characteristics (a.k.a. "Functional Requirements" or "Whats")	Column #															Competitive Analysis (0=Worst, 5=Best)					
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Our Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
1	9	15,6	10,0	Alcohol en gel con aroma y con diferentes colores	⊖		⊖	⊖			⊖		⊖										3		
2	9	12,5	8,0	Producto que cuide la piel	⊖	⊖	⊖	⊖				⊖											5		5
3	9	12,5	8,0	Composicion quimica y efectividad		⊖	⊖	⊖		⊖	⊖		⊖								2				
4	9	9,4	6,0	Certificación de calidad		⊖	⊖	⊖			⊖											3			
5	9	7,8	5,0	Tamaño del envase		⊖			⊖	⊖	⊖														5
6	9	10,9	7,0	Precio del Producto			⊖			⊖			⊖											4	
7	9	10,9	7,0	Consistencia del producto		⊖	⊖				⊖										1				
8	9	14,1	9,0	Fecha de Vencimiento con duracion amplia			⊖		⊖			⊖	⊖										3	4	
9	9	6,3	4,0	Reputación de la empresa	⊖		⊖		⊖				⊖												
10																									
Target or Limit Value																									
Difficulty (0=Easy to Accomplish, 10=Extremely Difficult)																									
Max Relationship Value in Column					9	9	9	9	9	9	9	9	9												
Weight / Importance					196,9	290,6	520,3	356,3	131,3	159,4	328,1	164,1	215,6												
Relative Weight					8,3	12,3	22,0	15,1	5,6	6,7	13,9	6,9	9,1												



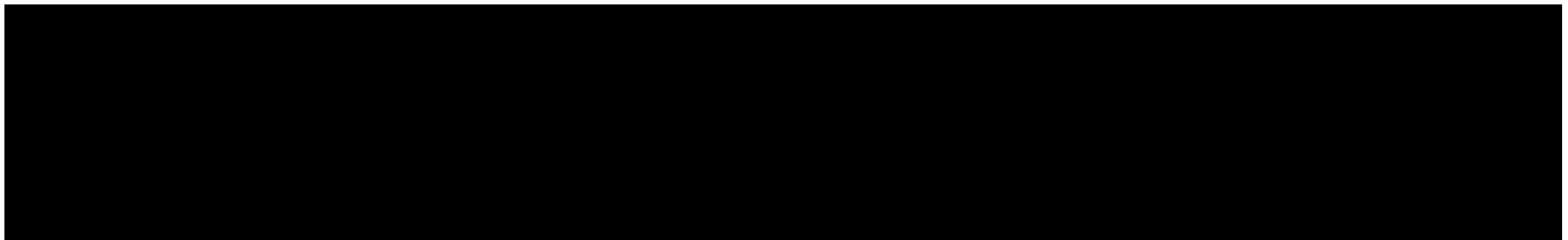


























Min, Max, or Target Options	Relationship Between Requirements Options	Correlation Options
▼	Θ	++
▲	O	+
x	▲	—
		▼

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Author: _____

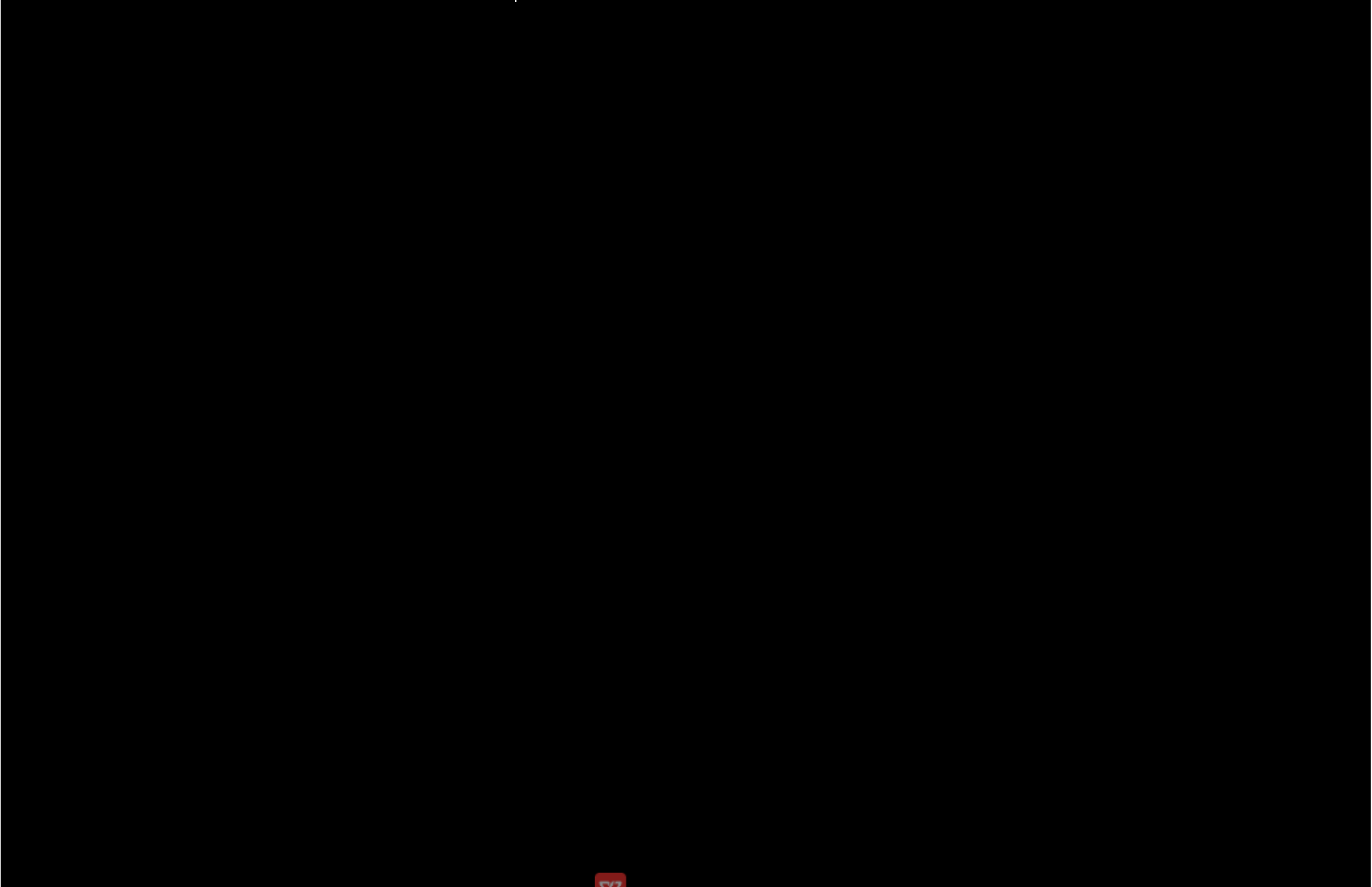
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Notes: _____

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				Column #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
				Direction of Improvement Minimize (▼), Maximize (▲), or Target (X)															
Row #	Max Relationship Value in Row	Relative Weight	Weight / Importance	Quality Characteristics (a.k.a. "Hows")															
				Demanded Quality (a.k.a. "Whats")															
1		8,3	196,9	Variedad en aromas y colores															
2		12,3	290,6	Uso de Aloe Vera para el cuidado de la piel															
3		22,0	520,3	Combinación de ingredientes químicos y naturales brindando efectividad en su uso.															
4		15,1	356,3	Producto de calidad avalado por la OMS															
5		5,6	131,3	Envase práctico y cómodo															
6		6,7	159,4	Precio justo y competitivo															
7		13,9	328,1	Uso de materia prima acorde a la proporción del producto.															
8		6,9	164,1	La fecha de caducidad dependerá de la concentración de alcohol que posea, y de la forma en que lo preparemos el producto															
9		9,1	215,6	Contamos con 69 años de experiencia															
10																			
11																			
12																			
13																			
14																			
15																			
				Target or Limit Value															
				Difficulty (0=Easy to Accomplish, 10=Extremely Difficult)															

Max Relationship Value in Column																
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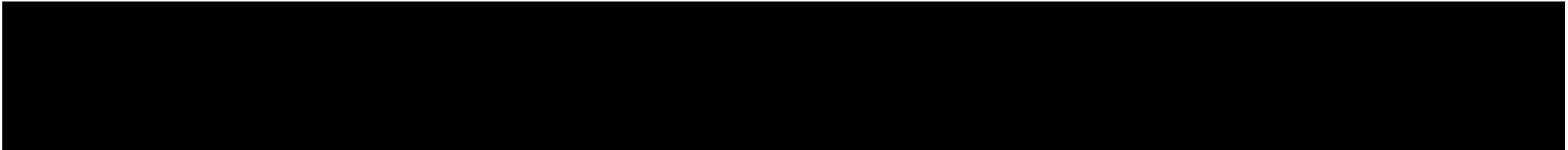


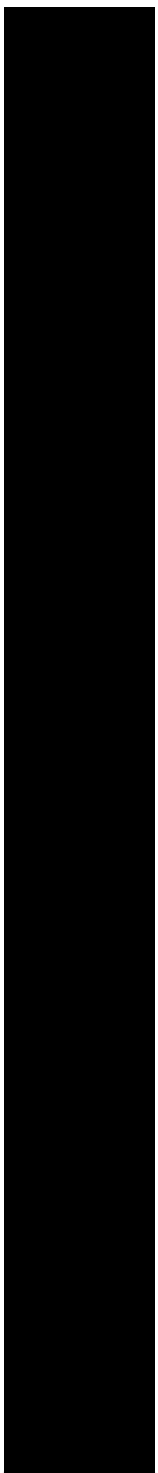






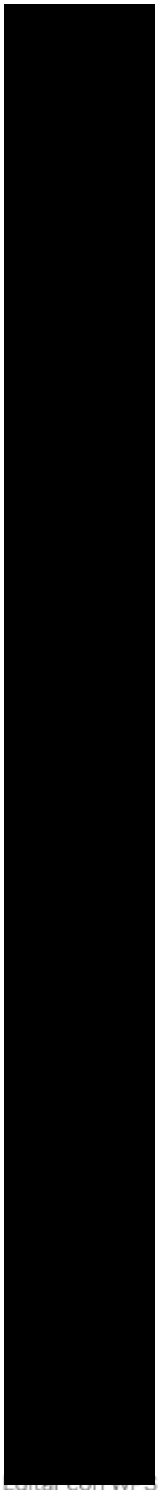






























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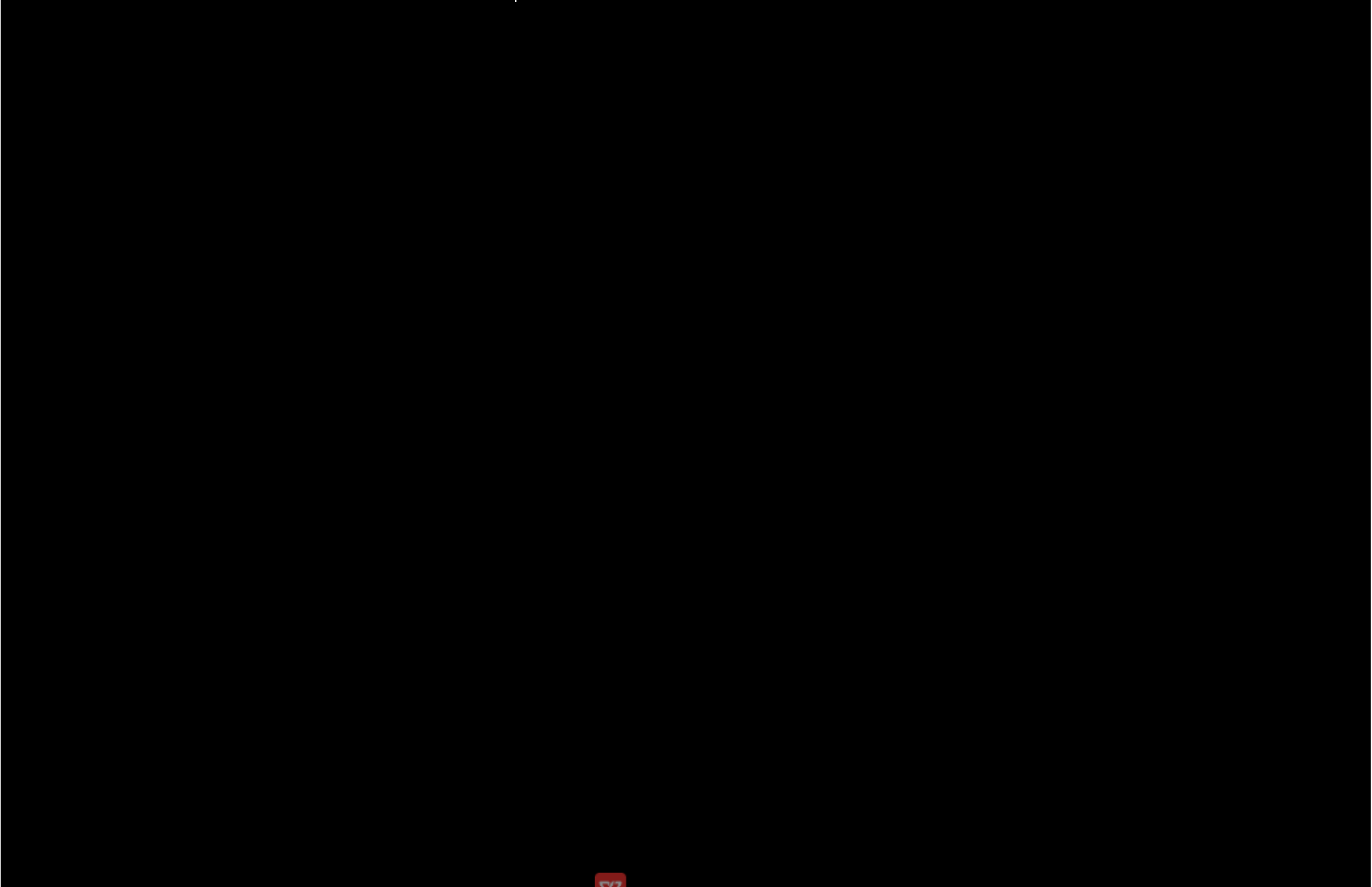
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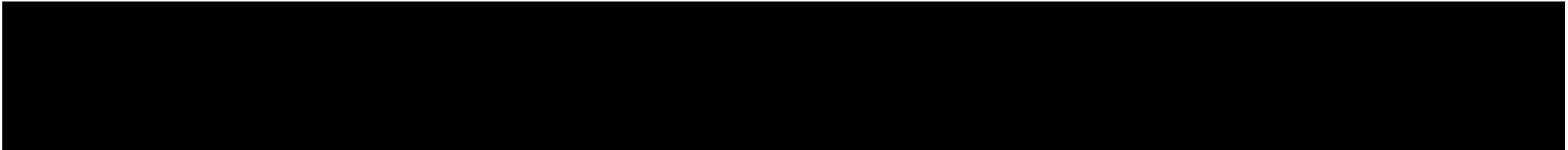


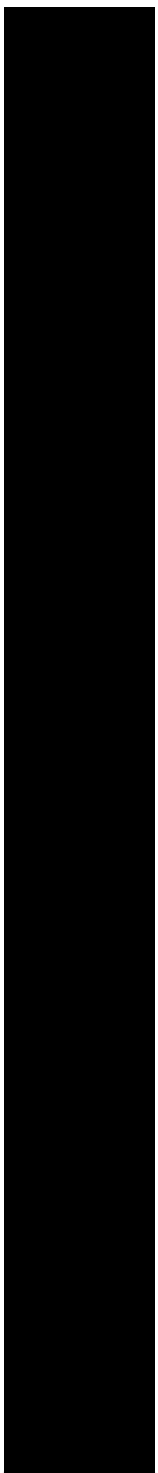






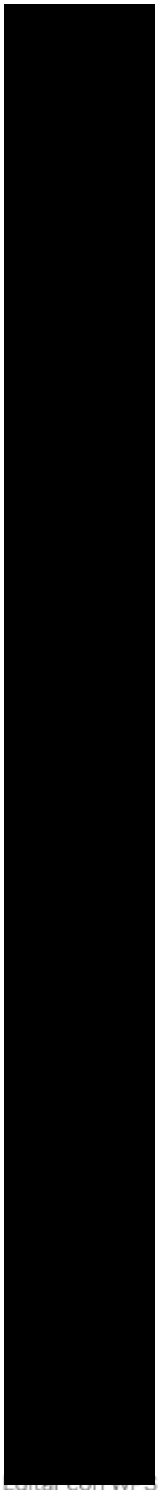






























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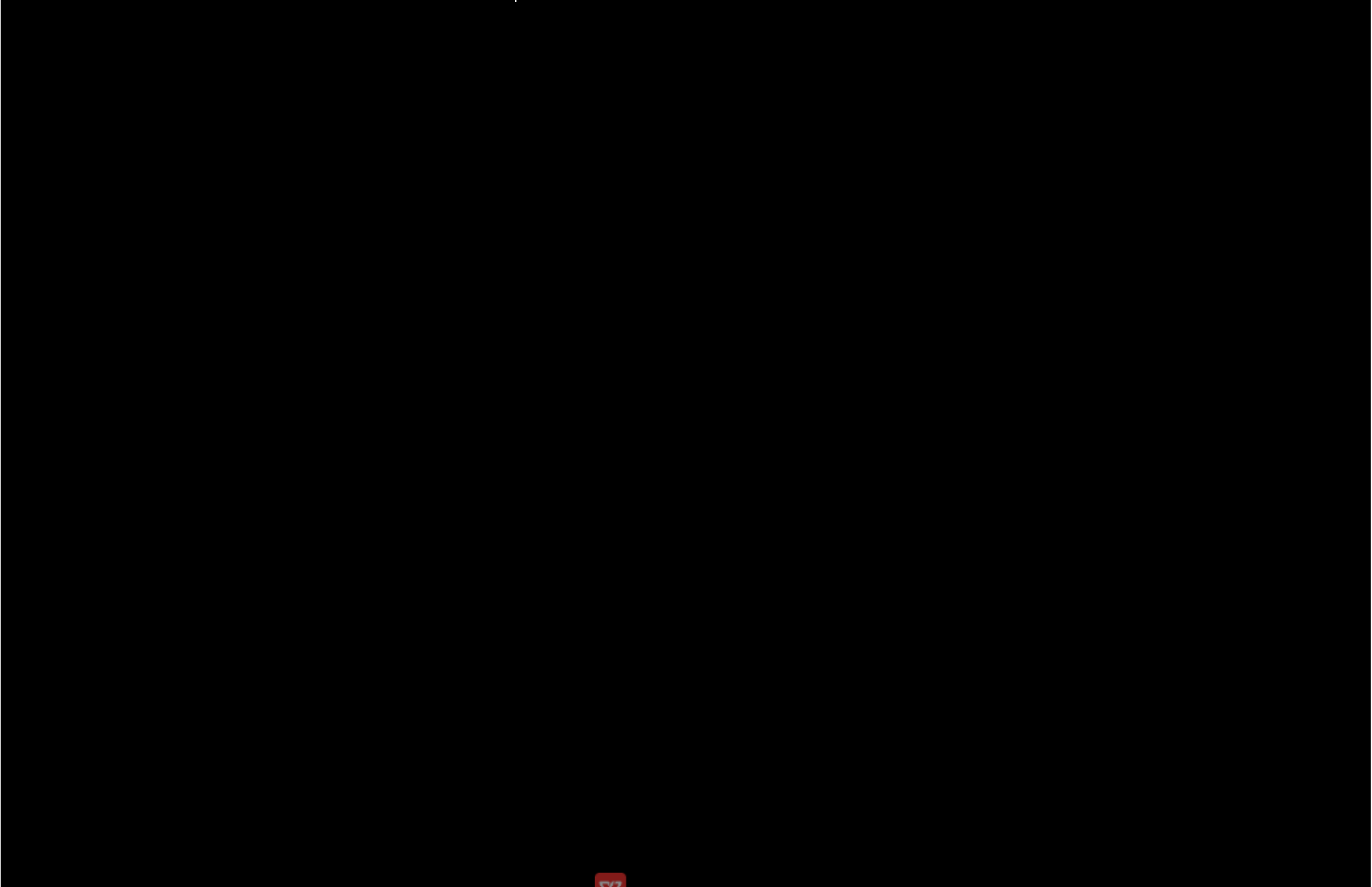
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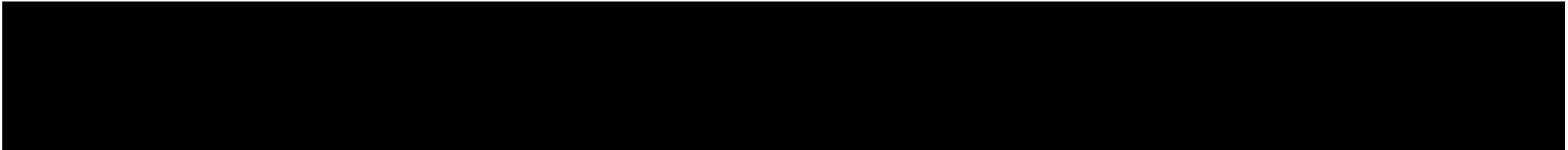


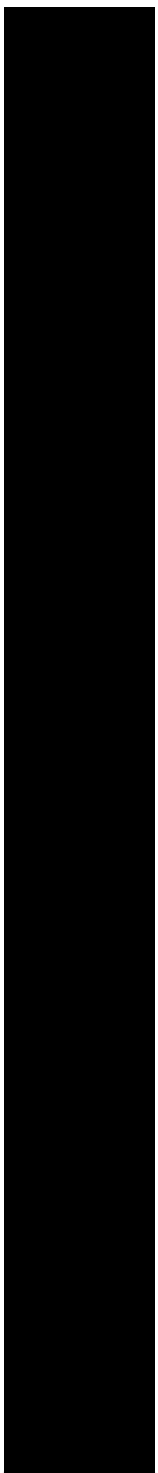




























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